

Bolivia – Cochabamba

Global Youth Tobacco Survey (GYTS)

FACT SHEET



The Bolivia – Cochabamba GYTS includes data on prevalence of cigarette and other tobacco use as well as information on five determinants of tobacco use: access/availability and price, environmental tobacco smoke exposure (ETS), cessation, media and advertising, and school curriculum. These determinants are components Bolivia could include in a comprehensive tobacco control program.

The Bolivia – Cochabamba GYTS was a school-based survey of students in Primero secundaria, Segundo secundaria, and Octavo de primaria conducted in 2003.

A two-stage cluster sample design was used to produce representative data for all of Cochabamba. At the first stage, schools were selected with probability proportional to enrollment size. At the second stage, classes were randomly selected and all students in selected classes were eligible to participate. The school response rate was 100%, the student response rate was 89.2%, and the overall response rate was 89.2%. A total of 3,765 students participated in the Bolivia – Cochabamba GYTS.

Prevalence

57.3% of students had ever smoked cigarettes (Male = 68.2%, Female = 46.8%)
 33.2% currently use any tobacco product (Male = 40.8%, Female = 25.6%)
 28.4% currently smoke cigarettes (Male = 36.9%, Female = 20.4%)
 13.7% currently use other tobacco products (Male = 16.4%, Female = 11.1%)
 30.2% of never smokers are likely to initiate smoking next year

Knowledge and Attitudes

20.2% think boys and 18.7% think girls who smoke have more friends
 16.9% think boys and 13.2% think girls who smoke look more attractive

Access and Availability - Current Smokers

15.6% usually smoke at home
 55.7% buy cigarettes in a store
 79.4% who bought cigarettes in a store were NOT refused purchase because of their age

Environmental Tobacco Smoke

44.1% live in homes where others smoke in their presence
 60.7% are around others who smoke in places outside their home
 79.3% think smoking should be banned from public places
 54.6% think smoke from others is harmful to them
 44.3% have one or more parents who smoke
 18.0% have most or all friends who smoke

Cessation - Current Smokers

60.9% want to stop smoking
 73.8% tried to stop smoking during the past year
 75.8% have ever received help to stop smoking

Media and Advertising

75.1% saw anti-smoking media messages, in the past 30 days
 79.6% saw pro-cigarette ads on billboards, in the past 30 days
 72.7% saw pro-cigarette ads in newspapers or magazines, in the past 30 days
 18.3% have an object with a cigarette brand logo
 16.1% were offered free cigarettes by a tobacco company representative

School

46.6% had been taught in class, during the past year, about the dangers of smoking
 24.2% had discussed in class, during the past year, reasons why people their age smoke
 38.5% had been taught in class, during the past year, the effects of tobacco use

Highlights

- One third of the students currently use any form of tobacco; approximately three out of ten students currently smoke cigarettes; 14% currently use some other form of tobacco.
- ETS exposure is high – almost half the students live in homes where others smoke and 61% are exposed to smoke around others outside of the home; almost half of the students have a parent who smokes and one fifth of the students have friends who smoke.
- Over half of the students think smoke from others is harmful to them.
- Two thirds of the current smokers want to stop smoking.
- 16% of the students were offered a free cigarette by a tobacco company representative.
- Over 7 in 10 students saw anti-smoking media messages in the past 30 days; over 7 in 10 students saw pro-cigarette ads in the past 30 days.